

The communication mission for Bell's Crossing Elementary School is to improve understanding and support for the school through communication and customer service to employees, students, parents and the community at large.

Evidence of Need

Bell's Crossing is in its third year of existence. We must ensure a family-friendly environment to gain public trust and to encourage new families and business partners to join us. The responsibility for excellent customer service and communication belongs to everyone in the Bell's Crossing Family. Communication is critical if we are to fulfill our mission, *To Soar and Succeed, to Grow and to Lead*.

Planning

- The communication plan for Bell's Crossing correlates with the Greenville County School District's Educational Plan. The plan will be reviewed annually by the staff, School Improvement Council, and PTA board.
- Goal 5 of the Greenville County School District's Educational Plan is: Improve Understanding and Support of Public Schools.
- The staff, along with parents, developed the school's vision and mission statements that focus on "children first."
- Staff members and parents were involved in writing the school's strategic plan that includes a section devoted entirely to community and parental involvement.

Execution and Communication

- Objectives and Strategies are listed and defined in the Communication Plan.
- The plan is reviewed with SIC and PTA board.

Evaluation

- The NSSE survey is administered each year to parents, teachers, and students.
- The results of the NSSE survey are distributed to SIC, PTA, staff, students, and parents.
- Surveys on the level of service received at the school related to department services are available in our lobby for everyone to complete.
- The communication plan is reviewed annually by the staff, School Improvement Council, and PTA board.
- Survey the community for needs and suggestions and review with staff, SIC and PTA.
- Sign-in logs are maintained at parent events to measure attendance.
- The PTA surveys parents on topics of interest and the school presents programs based on the feedback.

Goal 1: Provide opportunities for school involvement for all stakeholders: staff, students, parents and community members.

Goal 2: Ensure effective communication to all customers.

Goal 3: Provide a family-friendly environment every day.

Goal 4: Provide a safe and supportive environment to staff and students.

Goal 1: Provide opportunities for school involvement for all stakeholders: staff, students, parents and community members.

Objective: In the 2004-2005 school year, student achievement will increase as a result of varied opportunities for parental involvement.

Strategies:

1. The School Improvement Council meets once each month. This council assists the principal in writing the school improvement plan, monitoring the goals and budget of the school, and discussing community issues to be resolved.
2. The PTA is an active organization with over 100% membership for our families. The PTA offers a wide variety of opportunities to become involved. Weekly and monthly communications from the principal, teachers and PTA regarding events are sent home in student backpacks.
3. A volunteer fair is held at the beginning of the year to get parents involved and to provide information concerning special programs at the school. This is a great networking tool for all involved.
4. Family events, such as Skate Nights, Spring Carnival, and family nights all promote community interaction and support for the school.
5. Communication is distributed to the business community through local newspapers for support for the school.

6. A parent/student handbook outlining policies and practices and containing general information about the school is sent to each family at the beginning of the year. The handbook includes a calendar with school events and the official district calendar.
7. "Coffee with the Principal" is held once a month for newcomers to have a small group time with the principal and a member of the PTA board or SIC.
8. New families are given school tours when in the area "shopping" for homes.
9. The school marquee features upcoming events for the week.
10. The school message board, in the lobby, notes events for the current month.
11. Bulletin boards display "Good News" about the school, "Volunteer of the Month," and special happenings around the school.
12. Parenting Nights are offered four times a year, featuring topics such as: test score analysis, character building, safety, and other relevant topics.
13. School news is featured weekly in our local newspaper, *The Tribune Times*.
14. School events and student work are featured in the *Greenville News*.
15. The principal sends the *Quality Times*, a weekly newsletter, to all staff via e-mail each Monday as an advanced organizer.
16. The principal sends home to all parents "Monday Memo" letter updating parents on current school policies and events.
17. The local cable channel keeps parents informed about local school and district events.
18. Bell's Bylines, a weekly menu with announcements, is sent home with each student, providing the most current information and volunteer opportunities.

19. Local restaurants offer Terrific Tuesdays and Thrilling Thursdays to promote support for the Bell's Crossing community.
20. Junior Achievement volunteers visit classrooms during the year.
21. The Simpsonville Fire Department works with school safety, holds student assemblies, and promotes goodwill within our school.
22. The school provides the computer lab as a location to offer technology courses through Lifelong Learning. Communication is delivered through the school district, the school newsletter, and *The Greenville News*.
23. The Kiwanis Club sponsors Terrific Kids.
24. Rotarians serve as readers and resource speakers.
25. A parent library is located in the guidance office to provide parenting books and resources available in our community.
26. A basket of books and toys is available in the conference room so parents can bring younger children along when attending a parent/teacher conference.
27. Once a month, all parents receive a writing prompt to complete. Parent writings are displayed on hallway bulletin boards in a class booklet.

Goal 2: Ensure effective communication to all customers.

Objective: Improve customer service to community and visitors on a timely basis and in a variety of formats.

Strategies:

1. Brochures from each grade level explaining expectations regarding standards and curriculum are distributed to all parents.
2. A packet of information is available for visitors and newcomers.
3. School tours are available on request.
4. The school, teacher, and district websites keep the community abreast of school news and community happenings.
5. Every staff member has e-mail and maintains communication with parents as needed. Parents have access to all staff e-mail addresses with email addresses available on our school website, on weekly Monday class letters and on staff business cards.
6. Telephones are located in each classroom for timely return of phone calls.
7. Visitors sign in upon arrival and wear a visitor's badge for identification.
8. Bell's Bylines, a weekly menu with announcements is sent home with each student, providing the most current information and volunteer opportunities.
9. Communication is sent to the business community for support for the school. Community members serve on the SIC.
10. Each teacher develops a syllabus that outlines curriculum standards and procedures for the year which is available to parents both as a hard copy and electronically.

11. Classroom teachers send home a weekly newsletter as an advanced organizer for parents.

Weekly events and classroom objectives are noted.

12. The *Bellringer*, the PTA monthly newsletter, features news articles about our school, messages from the administration, and classroom highlights. This is sent home to parents and is available on our school website.

13. The principal writes to the community through a weekly letter, giving an update of school happenings, opportunities to be involved and explanations of school policies.

14. Teachers maintain parent contact logs on a quarterly basis.

15. Teacher/parent conferences are offered in October and on an as needed basis.

Administrators meet with parents as requested.

16. PTA Open House is held in September to highlight the curriculum for the school year.

17. PTA general meetings are held four times each year.

18. Information about the School Report Card is distributed to the community and highlighted during a Parenting Night.

19. The school submits an Annual Report to the Community in the spring of the year.

Goal 3: Provide a family- friendly environment every day.

Objective: Ensure an open door policy and treat everyone as a VIP.

1. The office staff greet visitors with a friendly attitude and offer prompt assistance. Visitors are referred to the individual who can offer assistance accordingly.
2. Phone calls are voice-answered during the day within three rings.
3. Administrators see parents as soon as possible.
4. All calls and e-mails are answered within twenty-four hours by all employees.
5. A scrapbook in our lobby provides information about our school and community.
6. Our school brochure gives a brief description of the school. This includes faculty demographics, test scores, features of the facility, and special highlights about the school.
7. Administrators and PTA work with the media to promote a positive image and discuss issues as they arise.
8. Each spring, new students registered in kindergarten or first grade for the upcoming school year, and their parents are invited to WEE CARE, a school tour and orientation sponsored by SIC.
9. "Welcoming Bells" are school ambassadors for new students.
10. The PTA selects a "Volunteer of the Month" and a "Volunteer of the Year." These volunteers are featured on a school bulletin board, in the PTA newsletter, *The Bellringer*, and have a special parking place to use for the month.

Goal 4: Provide support to staff and students.

Objectives:

A: Promote a safe and caring environment.

B: Focus on accomplishments of students and staff.

Support services for staff members:

1. Staff members may nominate each other for the Soaring Eagle Tribute. These recognitions are noted during morning announcements.
2. The public may nominate BCES staff for a job well done using the Soaring Eagle Tribute.
3. The staff initiates Custodian Appreciation Week and Lunchroom Staff Week during the year to show their appreciation of those areas.
4. An Issue Bin is located at the staff sign-in desk for ideas related to schoolwide improvement.
5. An Issue Bin is located in the lobby for the public to submit suggestions for schoolwide improvement.
6. The principal sends the *Quality Times* each Monday to all staff via e-mail as an advanced organizer.
7. A crisis plan is in place to handle emergencies.
8. The Teacher of the Year is recognized by providing a parking space, and displaying her/his picture on the Teacher of the Year wall.
9. The Teacher of the Year serves as the teacher representative on the PTA Board.

10. The school news show, ENN, brings daily announcements to the school family.
11. PTA celebrates "Teacher Appreciation Week" each year with many special opportunities for students and parent to show teachers how much they are appreciated.
12. All staff members are afforded the opportunity to attend one professional conference during the year.

Support services for students:

1. Student Ambassadors escort new students around our school for their first official tour.
2. The school offers space for scout troops to meet during each month.
3. The school offers a fee-based extended day care program for students who are enrolled. This service provides a traditional day care program so that students may stay at the school rather than attend an off-campus day care program.
4. Daily announcements are televised throughout the building.
5. Students receive a letter from the principal when a special recognition is noted.
6. Classroom teachers recognize students weekly.
7. Students and teachers write invitations to school events.
8. An awards case displays achievements of staff and students.
9. Quarterly and end-of-year awards celebrations are held.
10. Bulletin boards throughout the building display student work, pictures and achievements.

11. Many businesses in the community partner with the school by providing coupons for attendance, grades, honor roll, etc.
12. The Terrific Kids program, sponsored by the Kiwanis Club, is held quarterly.
13. Assemblies to explain behavior expectations are held at the beginning and in the middle of the year.
14. Student information cards are housed in the office to be used for early dismissal of students.
15. Local businesses provide resource speakers for Career Days.
16. Students produce the school news program, Eagle News Network (ENN).
17. Students write a letter to the principal requesting to take home the traveling eagles, Spirit and Soar, and write about their weekend in the eagle's journals.
18. Students participate in monthly instructional clubs to encourage creativity and community.